


JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA
MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	MARKETING MANAGEMENT	L	T	P	C
21E00202		4	0	0	4
	Semester	II			
Course Objectives:					
<ul style="list-style-type: none"> To explain basic concepts of Marketing. To describe consumer markets, segments and brand equity to survive in the competitive market. To impart knowledge on creating and communicating values in the present digital marketing environment. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand the concepts of marketing and marketing strategies suitable for different products under different market environments. Analyse consumer markets so as to tap global markets for the products. Learn the designing managing, creating & communicating value to the business in digitalised market environment. Manage and designee the logistics for retailing and wholesaling as well as integrating marketing channels for business organizations. 					
UNIT - I		Lecture Hrs:08			
Understanding Marketing Management: Concepts of Marketing, Marketing Strategies & Plans, Creating long term loyalty relationships, Marketing mix, PLC, Analyzing Competitors, Conducting Marketing research.					
UNIT - II		Lecture Hrs:12			
Connecting with Customers & Building Strong Brands: Analyzing Consumer Markets, Analyzing Business Markets, Tapping into global markets, Identifying market segments and targets, Crafting Brand Positioning, Creating Brand Equity- Addressing Competition and driving growth.					
UNIT - III		Lecture Hrs:12			
Creating & Communicating Value:- Setting product strategy, Designing & managing services, Introducing new market offerings. Developing pricing strategies & programmes. Designing & Managing Integrated Marketing Communications, Advertising & Sales Promotions, Events and experiences, Managing digital communication - online, social media & mobile, Personal selling.					
UNIT - IV		Lecture Hrs:12			
Delivering Value :- Managing retailing, wholesaling and logistics. Designing and Managing Integrated Marketing Channels					
UNIT - V		Lecture Hrs:12			
Sales Management:- Nature & Importance of Sales Management, Skills of sales manager, Sales objectives, Concepts of sales organization, Types of sales organization.					
Textbooks:					
<ol style="list-style-type: none"> Marketing Management, Phillip Kotler, Kevin Lane Keller, 15th edition, Pearson. Marketing Management, Rajan Saxena, TMH Marketing Management Pillai R.S.N. & Bagavathi, S.Chand 					
Reference Books:					
<ol style="list-style-type: none"> Marketing, A South Asian Prospective, Lamb, Hair, Sharma, Mcdaniel, Cengage . Marketing in India, Text and Cases, S.Neelamegham, Vikas. Case Studies in Marketing, The Indian Context, Srinivasan, PHI. Marketing Management, V.S. Ramaswamy and S. Namakumari, McMillan. Marketing – concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH. Introduction to Marketing theory and practice, Adrian Palmer, Oxford University Press. 					
Online Learning Resources:					
https://onlinecourses.nptel.ac.in/noc19_mg48/preview https://onlinecourses.nptel.ac.in/noc21_mg51/preview https://onlinecourses.swayam2.ac.in/cec20_mg06/preview					